

## **CLAIMS**

1.       **(Currently Amended)**       A method comprising:  
receiving data that describes a television broadcast schedule;  
rendering web-based content that is related to television entertainment, wherein a TV tag is embedded in the web-based content as the web-based content is created;  
~~rendering~~ rendering, simultaneous with the web-based content, ~~[[a]] the~~ TV tag, wherein the TV tag comprises:  
    a selectable hyperlink;  
    an associated data element that is associated with at least a portion of the data that describes a television broadcast schedule, wherein a portion of the data that describes the television broadcast schedule that is contextually relevant in relation to the web-based content is displayed via the TV tag simultaneously with the web-based content; and  
    a plurality of associated actions; and  
receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions.
  
2.       **(Original)**       The method as recited in claim 1 wherein the web-based content comprises program details associated with a particular television program.

3.       **(Original)**           The method as recited in claim 1 wherein the web-based content comprises a description of a particular movie.
4.       **(Original)**           The method as recited in claim 1 wherein the web-based content comprises a celebrity biography.
5.       **(Original)**           The method as recited in claim 1 wherein the web-based content comprises a news article.
6.       **(Original)**           The method as recited in claim 1 wherein the web-based content comprises an advertisement.
7.       **(Previously Presented)**   The method as recited in claim 1 wherein the associated data element comprises data associated with a particular television series.
8.       **(Previously Presented)**   The method as recited in claim 1 wherein the associated data element comprises television broadcast schedule data, the schedule data being filtered based on a time zone.
9.       **(Previously Presented)**   The method as recited in claim 1 wherein the associated data element comprises television broadcast schedule data, the schedule data being filtered based on a channel lineup that is available from a television broadcast provider.

10. **(Previously Presented)** The method as recited in claim 1 wherein the associated data element comprises data associated with a particular episode of a television series.

11. **(Previously Presented)** The method as recited in claim 1 wherein the associated data element comprises data associated with a particular television program.

12. **(Previously Presented)** The method as recited in claim 1 wherein the associated data element comprises data associated with a particular movie.

13. **(Previously Presented)** The method as recited in claim 1 wherein the associated data element comprises data associated with a particular person.

14. **(Original)** The method as recited in claim 13 wherein the person comprises an actor.

15. **(Original)** The method as recited in claim 13 wherein the person comprises a director.

16. **(Previously Presented)** The method as recited in claim 1 wherein the associated data element comprises data associated with a particular sporting event.

17. **(Original)** The method as recited in claim 1 wherein the data element comprises data associated with a particular sports team.

18.       **(Original)**           The method as recited in claim 1 wherein the data element comprises data associated with a particular broadcast channel.

19.       **(Canceled)**

20.       **(Previously Presented)**   The method as recited in claim 1 further comprising:

selecting at least one of the plurality of associated actions; and

performing the at least one selected associated action.

21.       **(Previously Presented)**   The method as recited in claim 20 wherein the selected associated action comprises providing data associated with the TV tag to a TV planner system, the data to be used to personalize TV planner data for the viewer.

22.       **(Previously Presented)**   The method as recited in claim 20 wherein the selected associated action comprises scheduling a recording device to record a particular program that is associated with the TV tag.

23.       **(Previously Presented)**   The method as recited in claim 20 wherein the selected associated action comprises scheduling an alert system to generate an alert associated with a particular program that is associated with the TV tag.

**24. (Original)** The method as recited in claim 23 wherein the alert comprises an email message.

**25. (Original)** One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 1.

**26. (Currently Amended)** A method comprising:  
rendering web-based content that is related to television entertainment, wherein a selectable TV tag is implemented to modify the web-based content after the creation of the web-based content;  
~~rendering~~ rendering, along with the content, ~~[[a]]~~ the selectable TV tag, wherein the TV tag comprises:  
a selectable hyperlink;  
a plurality of associated actions; and  
an associated data element;  
receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and  
performing the at least one selected associated actions.

**27. (Previously Presented)** The method as recited in claim 26 wherein the performing the at least one associated action comprises maintaining personalization

data based on the associated data element, the personalization data to be used to filter subsequent renderings of broadcast schedule data.

**28. (Previously Presented)** The method as recited in claim 26 wherein the associated data element identifies a particular television program, and wherein performing the at least one associated action comprises scheduling a recording device to record the particular television program.

**29. (Previously Presented)** The method as recited in claim 26 wherein the performing the at least one associated action comprises scheduling an alert system to generate an alert associated with the data element.

**30. (Previously Presented)** The method as recited in claim 29 wherein the associated data element identifies a particular television program, and the alert is generated when the particular television program is scheduled to be broadcast.

**31. (Original)** The method as recited in claim 29 wherein the alert comprises an email message.

**32. (Original)** One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 26.

**33. (Currently Amended)** A method comprising:

rendering a web-based article within a web browser application, the web-based article describing a particular television program, wherein a selectable TV tag is embedded in the web-based article as the web-based article is created;

rendering rendering, along with the article, [[a]] the selectable TV tag that is associated with the particular television program, wherein the TV tag comprises;

a selectable hyperlink;

a plurality of associated actions; and

an associated data element;

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and

transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule.

**34. (Original)** The method as recited in claim 33 wherein the TV tag represents a particular television series, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing each episode of the particular television series that is scheduled to be broadcast.

**35. (Original)** The method as recited in claim 33 wherein the TV tag represents a particular episode of a particular television program, and wherein the personalization data indicates that the personalized version of the television broadcast

schedule is to include data describing the particular episode of the particular television program that is scheduled to be broadcast.

**36. (Original)** The method as recited in claim 33 wherein the TV tag represents a particular television series, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing only new episodes of the particular television program that are scheduled to be broadcast.

**37. (Currently Amended)** A method comprising:  
rendering web-based content that describes a particular movie, wherein a selectable TV tag is embedded in the web-based content as the web-based content is created;  
~~rendering~~ rendering, along with the content, [[a]] selectable TV tag that is associated with the particular movie, wherein the TV tag comprises:  
a selectable hyperlink;  
a plurality of associated actions; and  
an associated data element;  
receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and  
transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule, wherein the transmitting comprises:



determining whether the particular movie is scheduled for television broadcast;  
and

in an event that the particular movie is not scheduled for television broadcast,  
transmitting personalization data that indicates that the personalized version of  
the television broadcast schedule is to include data describing scheduled  
broadcasts of the particular movie at a later date when the movie is scheduled for  
television broadcast.

**38. (Previously Presented)** The method as recited in claim 37 wherein the TV  
tag represents a particular scheduled airing of the particular movie, and wherein the  
personalization data indicates that the personalized version of the television broadcast  
schedule is to include data describing the particular scheduled airing of the particular  
movie.

**39. (Canceled)**

**40. (Original)** The method as recited in claim 37 wherein the transmitting  
comprises:

determining whether the particular movie is scheduled for television broadcast; and  
in an event that the particular movie is not scheduled for television broadcast,  
transmitting personalization data that indicates that the TV planner system is to  
automatically generate and send a reminder to the viewer when the particular movie is  
later scheduled for television broadcast.

41. (Original) The method as recited in claim 40 wherein the reminder comprises an electronic mail message.

42. (Original) The method as recited in claim 40 wherein the reminder comprises an Internet-based alert message.

43. (Original) The method as recited in claim 40 wherein the reminder comprises an automated telephone call.

44. (Original) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 37.

45. (Currently Amended) A method comprising:  
rendering web-based biographies and news articles within a web browser application associated with a particular person, wherein a selectable TV tag is embedded in the web-based biographies and news articles as the web-based biographies and news articles are created;  
~~rendering rendering,~~ along with the content, [[a]] the selectable TV tag that is associated with the particular person, wherein the TV tag comprises;  
a selectable hyperlink;  
a plurality of associated actions; and  
an associated data element;

receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and  
transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule.

**46. (Original)** The method as recited in claim 45 wherein the TV tag represents a particular actor, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any program scheduled to be broadcast in which the particular actor has a leading role.

**47. (Original)** The method as recited in claim 45 wherein the TV tag represents a particular celebrity, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any program scheduled to be broadcast in which the particular celebrity has a role.

**48. (Original)** The method as recited in claim 45 wherein the TV tag represents a particular celebrity, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any program scheduled to be broadcast in which the particular celebrity has an appearance.

49. (Original) The method as recited in claim 48 wherein the program scheduled to be broadcast in which the particular celebrity has an appearance comprises a talk show on which the celebrity is a guest.

50. (Original) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 45.

51. (Currently Amended) A method comprising:  
rendering a web-based article within a web browser application, wherein the web-based article is associated with a particular sport, wherein a selectable TV tag is embedded in the web-based article as the web-based article is created;  
~~rendering~~ rendering, along with the article, ~~[[a]] the~~ selectable TV tag that is associated with the particular sport, wherein the TV tag comprises;  
a selectable hyperlink;  
a plurality of associated actions; and  
an associated data element;  
receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions; and  
transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule.

**52. (Original)** The method as recited in claim 51 wherein the article is associated with a particular sporting event, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any scheduled airing of the particular sporting event.

**53. (Original)** The method as recited in claim 51 wherein the article is associated with a particular sports team, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any scheduled airing of sporting events involving the particular sports team.

**54. (Original)** The method as recited in claim 51 wherein the article is associated with a particular sports team, and wherein the personalization data indicates that the personalized version of the television broadcast schedule is to include data describing any scheduled airing of live sporting events involving the particular sports team.

**55. (Original)** One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computer system to perform the method as recited in claim 51.

**56 – 78. (Canceled)**